

What is claimed is:

1. A method for delivering content to a mobile terminal comprising:
- 5 a) determining a location of the mobile terminal;  
b) determining a locality encompassing the location of the mobile terminal;  
c) accessing content based on the locality; and  
d) delivering the content to the mobile terminal.
- 10 2. The method of claim 1 wherein the locality encompassing the mobile terminal is determined by:
- 15 a) sending a request to a locality service to associate the location of the mobile terminal with a locality encompassing the location of the mobile terminal;  
b) receiving a response from the locality service identifying the locality encompassing the location of the mobile terminal; and  
20 c) wherein the locality service includes a plurality of locations defining geographic areas.
- 25 3. The method of claim 1 wherein the content is accessed by:
- a) sending a request to a content provider including the locality; and  
b) receiving the content from the content provider.
- 30 4. The method of claim 1 wherein the step of accessing content is further based on a type of content desired by a user of the mobile terminal.

5. The method of claim 1 wherein the step of accessing content is further based on characteristics of a user of the mobile terminal.
- 5 6. The method of claim 1 wherein the locality defines a recognized geographic area.
7. The method of claim 1 wherein the locality defines a geographic area about a point of presence for a content provider.
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8. The method of claim 1 wherein the content accessed based on locality relates to a point of presence within the locality.
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9. The method of claim 1 further comprising accessing a profile associated with a user of the mobile terminal and wherein the step of accessing the content is further based on criteria within the profile such that the criteria further identifies the type of content to access.
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10. The method of claim 1 further comprising accessing a profile associated with a point of presence with the locality and wherein the step of accessing the content is further based on criteria within the profile such that the criteria further identifies the type of content to access.
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11. The method of claim 1 wherein the locality encompassing the mobile terminal is determined by identifying a zone of acceptance about the location of the mobile terminal and identifying the locality at least partially covering the zone of acceptance.
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12. A system for delivering content to a mobile terminal comprising an interface and a control system adapted to:

- a) determine a location of the mobile terminal;
- b) determine a locality encompassing the location of the mobile terminal;
- c) access content based on the locality; and
- d) send the content to the mobile terminal.

10 13. The system of claim 12 wherein the control system is further adapted to determine the locality encompassing the mobile terminal by:

- a) sending a request to a locality service to associate the location of the mobile terminal with a locality encompassing the location of the mobile terminal;
- b) receiving a response from the locality service identifying the locality encompassing the location of the mobile terminal; and
- c) wherein the locality service includes a plurality of locations defining geographic areas.

25 14. The system of claim 12 wherein the control system is further adapted to access the content by:

- a) sending a request to a content provider including the locality; and
- b) receiving the content from the content provider.

30 15. The system of claim 12 wherein the control system is further adapted to access the content based on a type of content desired by a user of the mobile terminal.

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16. The system of claim 12 wherein the control system is further adapted to access the content based on characteristics of a user of the mobile terminal.
- 5 17. The system of claim 12 wherein the locality defines a recognized geographic area.
18. The system of claim 12 wherein the locality defines a geographic area about a point of presence for a content provider.
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19. The system of claim 12 wherein the content accessed based on locality relates to a point of presence within the locality.
- 15
20. The system of claim 12 wherein the control system is further adapted to access a profile associated with a user of the mobile terminal and access the content based on criteria within the profile such that the criteria further identifies the type of content to access.
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21. The system of claim 12 wherein the control system is further adapted to access a profile associated with a point of presence with the locality and to access the content based on criteria within the profile such that the criteria further identifies the type of content to access.
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- 30 22. The system of claim 12 wherein the locality encompassing the mobile terminal is determined by identifying a zone of acceptance about the location of the mobile terminal and identifying the locality at least partially covering the zone of acceptance.

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23. A computer-readable medium with software comprising instructions for a computer to:

- a) determine a location of a mobile terminal;
- b) determine a locality encompassing the location of the mobile terminal;
- c) access content based on the locality; and
- d) send the content to the mobile terminal.

24. A method for delivering content to a mobile terminal comprising:

- a) determining a location of the mobile terminal;
- b) determining a location of a point of presence having associated content;
- c) determining a relative proximity between the location of the mobile terminal and the location of the point of presence;
- d) accessing the associated content if the relative proximity between the location of the mobile terminal and the location of the point of presence is within a desired range; and
- e) delivering the associated content to the mobile terminal.

25. The method of claim 24 wherein the location of the point of presence is a locality.

26. The method of claim 25 wherein the relative proximity between the location of the mobile terminal and the location of the point of presence is determined by determining a locality encompassing the location of the mobile terminal.